



## NETS 1998 First Quarter Planner



# **OCCUPANT PROTECTION**

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## **A Smart System**

Welcome to NETS' First Quarter Planner of 1998! Start the new year off on the right track and make a resolution to continue to be a responsible driver. Begin by reinforcing the correct way to use occupant protection devices, belts and child safety seats to protect yourself and your passengers. Then make sure that you and your passengers use your vehicle's safety system correctly and consistently. Be a responsible employer by passing this information on to your coworkers and employees.

Like operating systems that are designed to provide a comfortable workplace environment, the safety devices in a vehicle work together to ensure the safest ride for both driver and passenger. This planner contains important information on the safety system in your vehicle: safety belts, child safety seats and air bags. You will find camera-ready artwork for flyers and paycheck stuffers, and an article and cartoons for your company newsletter. Additionally, enclosed are messages and facts that can be incorporated into "on-hold" telephone messages, electronic mail and screen savers, as well as suggestions for activities that your company can sponsor to encourage proper use of this safety system. This quarter, NETS is promoting **Belt America 2000**, a joint effort with President Clinton's safety belt initiative that strives toward a goal of 85% safety belt usage by the year 2000. You will find **Belt America 2000** materials that include a company survey, sample occupant protection policies for your company and incentives to encourage belt use among your employees.

Why should your company take the time to follow the activities and campaigns suggested in this planner? This information is good not only for you and the passengers in your vehicle, but for your coworkers and employees as well. Recent statistics show that when a worker has an on-the-job highway crash that results in injuries, the cost to that person's employer is more than \$24,000. More frequent off-the-job crashes resulting in injury cost the employer more than \$18,000 per crash! Starting a highway safety program is one of the most simple and cost-effective ways of reducing injuries and their related costs. By informing your employees of the importance of the occupant protection safety system and rewarding safety-conscious behavior, you can help them and their families avoid tragedy. Plus, by incorporating these policies, your company can be recognized with a **Belt America 2000** Certificate signed by the President and the Secretary of Transportation.

So start working on that New Year's resolution and get the word out to your coworkers and employees. You can help save lives. If you have any questions about these materials or how to use them, or would like to provide suggestions for future planners, please feel free to contact your state coordinator, the NETS National staff at 202-452-6005, or visit the NETS website at **[www.trafficsafety.org](http://www.trafficsafety.org)**. Also, please take a few moments to fill out and return the enclosed reply card and be sure to tell us about any policies that your company has instituted. Thank you for being an active part of the NETS program...good luck and have fun!

Engineered to reduce stress.

Contoured for maximum comfort.

Ergonomic lumbar support.

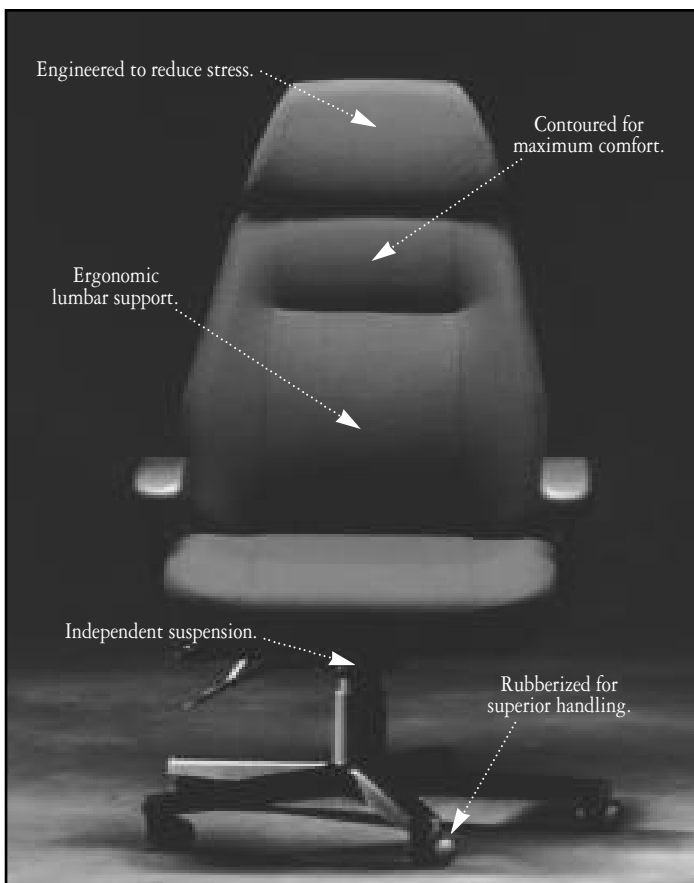
Independent suspension.

Rubberized for superior handling.

**If it went 40 mph, it would come  
with a safety belt and air bag too.**

You pay a lot of attention to how you sit and stand at work. Shouldn't you be just as careful when you sit behind the wheel?



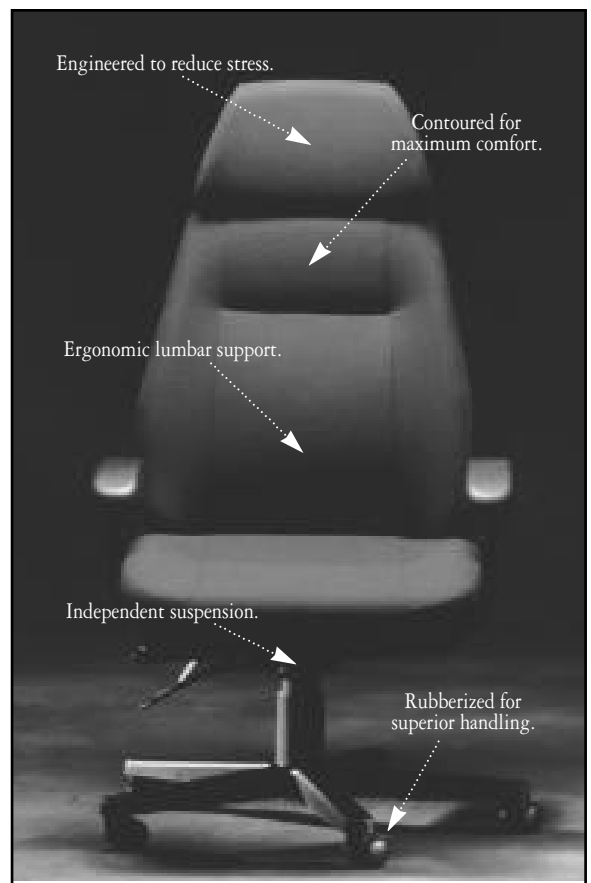


**If it went 40 mph, it would come with a safety belt and air bag too.**

You pay a lot of attention to how you sit and stand at work. Shouldn't you be just as careful when you sit behind the wheel?



**3.625" X 6" AD**

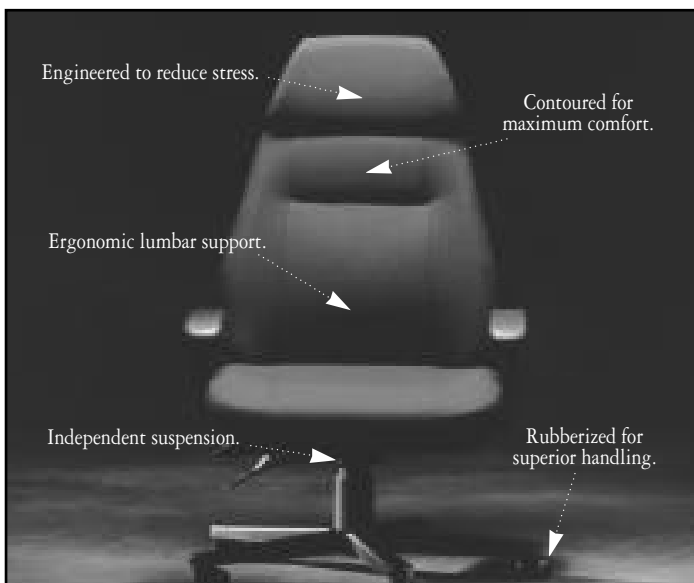


**If it went 40 mph, it would come with a safety belt and air bag too.**

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**3" X 6" PAYCHECK STUFFER**

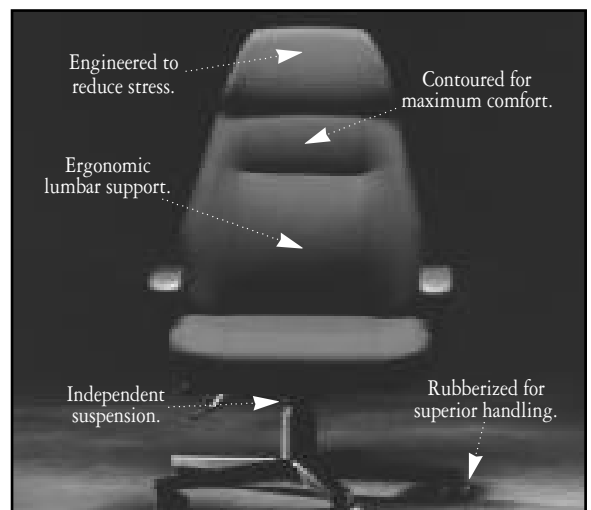


**If it went 40 mph, it would come with a safety belt and air bag too.**

You pay a lot of attention to how you sit and stand at work. Shouldn't you be just as careful when you sit behind the wheel?



**3.625" X 3.625" AD**



**If it went 40 mph, it would come with a safety belt and air bag too.**

You pay a lot of attention to how you sit and stand at work. Shouldn't you be just as careful when you sit behind the wheel?



**3" X 3.25" AD**

## **COSTS OF INJURY TO EMPLOYERS**

### **Did you know?**

- Motor vehicle collisions kill more people than AIDS, drugs or gun violence. More people are killed in road crashes than as crime victims. Motor vehicle crashes should be our number one public safety concern.
- Motor vehicle crashes cost the nation more than \$150 billion each year. They are the number one cause of occupational death and injury in America. Businesses incur enormous costs from traffic crashes through lost productivity and higher insurance and medical plan expenses. Traffic crashes on and off the job cost U.S. businesses an estimated \$55 billion in 1994. Two thousand people were killed in motor vehicle crashes while they were working, and another 323,000 were injured. It's smart business to prevent motor vehicle injuries.
- Recent statistics show that when a worker has an on-the-job highway crash that results in injuries, the cost to that person's employer is more than \$24,000. An off-the-job crash that results in injury costs the employer more than \$18,000.
- In 1994, motor vehicle crashes imposed over an \$18 billion health fringe benefit bill on employers. Employer health care (medical) spending on crash injuries was nearly \$9 billion. Another \$9 billion was spent on sick leave and life and disability insurance for crash victims.
- To produce profits equal to employer costs of motor vehicle-related injury, employers would need \$547 billion in sales - over four times the annual growth in the U.S. economy.

### **Traffic Safety Programs Save: Money and Lives!**

- In balancing the goals of competitiveness and goodwill to employees, alternative strategies to cost-cutting become attractive. Traffic safety programs are an alternative to reduce health care expenses without reducing the benefits offered to employees. Savings are potentially as high as \$50,000 per million vehicle miles of travel. Protecting employees from motor vehicle crash injury can be a profitable investment of time and resources.

### **Savings by meeting the President's safety belt usage goals:**

<b>Usage Level</b>	<b>Lives Saved</b>	<b>Cost Saved</b>	<b>Injuries Prevented</b>
85%	4,194	\$6.7 Billion	102,518
90%	5,536	\$8.8 Billion	132,670

## **COPY FOR YOUR EMPLOYEE NEWSLETTER**

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### **This System Works To Save Lives.**

According to Webster's dictionary, a system is "a set of connected things or parts that form a whole or work together." Effective systems can be seen in all walks of life. Take the sporting world, for instance, where the Chicago Bulls perfected a system that has led to five world championships. Closer to home, you rely on the doctors and specialists who make up your particular health care network. And at work, you and your co-workers are dependent upon the operation of your interoffice computer system. In each of these instances, the system's effectiveness is determined by all parts working successfully together.

The same can be said of the safety devices in your car. Your safety belts, your baby's child safety seat, and your car's air bags make up your car's restraint system, so named because everything needs to work together, as a system, to work best. The effectiveness of each device is lessened when they are not used in tandem.

Of the three, safety belts are the most proficient means of reducing injuries and fatalities. Using safety belts reduces the risk of fatal injury for front-seat passengers by 45 percent. Between 1982 and 1995, an estimated 75,000 lives were saved by safety belts. And President Clinton's nationwide safety belt initiative, with its goal of 85 percent belt compliance by the year 2000, should increase that number. The owner's manual for your car should detail the correct and safest way to wear your car's safety belts.

Air bags have been the most debated of the safety devices. A recent uproar on the actual effectiveness of air bags, coupled with a number of fatalities and serious injuries to young

children, prompted new legislation and increased awareness of proper usage of air bags. Despite negative media publicity, the effectiveness of air bags is evident. It's a fact that, when combined with lap and shoulder safety belts, air bags offer the most effective safety protection available for vehicle occupants. Research has shown that most injuries or deaths that involved air bags resulted from passengers either sitting improperly or not using their safety belts correctly and in conjunction with the air bag. Quite simply, used together, they do save lives.

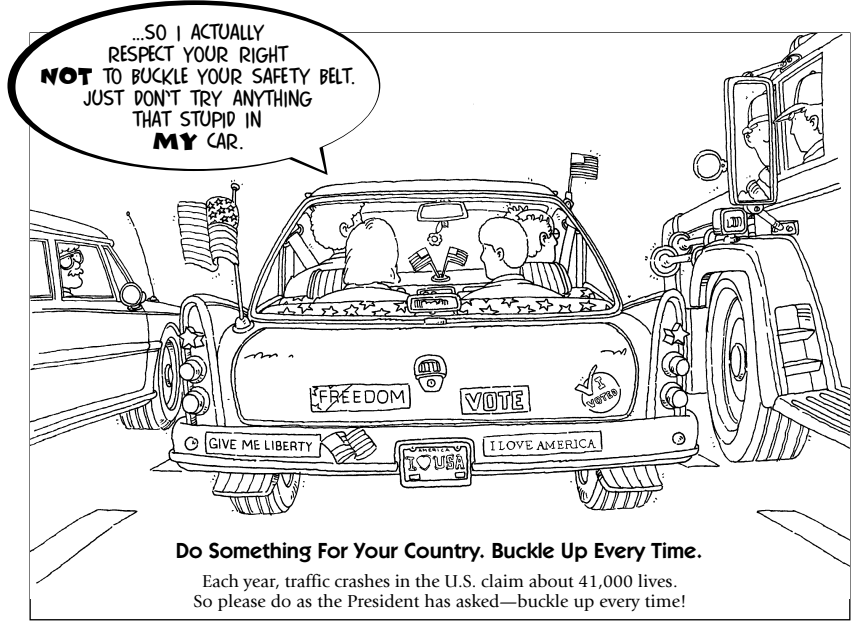
Air bags pose another dilemma when factoring in child safety seats. It's been widely documented that the back seat is by far the safest place for children to sit, *the back is where it's at*. Equally publicized is the fact that infants in rear-facing safety seats should not be placed in the front seat of cars with passenger-side air bags. The impact from deployed air bags to the back of the safety seat has caused the majority of deaths and injuries sustained by infants. Follow the guidelines printed on the safety seat and your vehicle manufacturer's instructions to ensure the safest possible ride for your child.

Advanced technology will soon be helping to keep passengers safer in their vehicles by reducing air bags' deployment speeds, installing on-off switches for air bags, and even "smart" air bags that will deploy—or not—depending on the size, weight and position of the person in the seat. However, until those advances are reached, using this proven "system of restraint" is the best means of keeping yourself and your passengers safe.

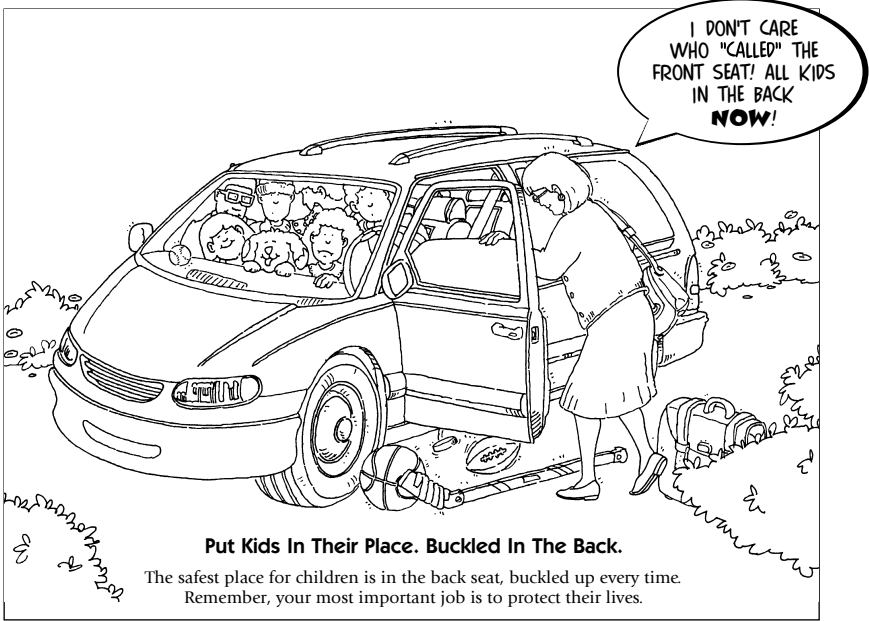
## **IDEAS TO TRY**

Here are some programs and policies that your company can try. See the following pages for ideas on implementing these safety campaigns!

1. Implement a safety belt policy for your company. Support the President's initiative to buckle up. See the following **Belt America 2000** campaign materials for ideas on how to get your campaign started.
  - Join NETS **Belt America 2000** campaign
  - Fax back the survey form
  - Write and implement a safety belt policy
  - Determine the safety belt use rate in your workplace
  - Educate your employees about the life saving benefits of belts and offer incentives for compliance
2. Invite law enforcement officers to your monthly staff meeting to talk about the importance of air bags and hand out the enclosed information sheet.
3. Encourage employees to buy a safety seat for their child and take the time to learn how to install and use it correctly. Host clinics periodically with a trained technician to demonstrate correct usage, and provide free safety seats for employees who cannot afford to purchase one.



JANUARY



FEBRUARY



MARCH



# BellAmerica 2000

Please complete this survey and fax it back to us at 202-223-7012. Thank you.

## Survey

Name of company/organization \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_

1. How many employees are in your company/organization? \_\_\_\_\_
2. Have you ever calculated what it costs your company/organization when employees are involved in traffic crashes... either at work or on their own time? ☐ Yes, and we estimate the cost to be on average \$\_\_\_\_\_ per crash.  
☐ No. ☐ Please send information on how to do such a calculation.
3. Does your company/organization have a policy requiring employees to use safety belts while driving on official business? ☐ Yes. ☐ No. ☐ Please send guidelines and a sample policy.
4. Have you ever conducted a safety belt use survey at your company/organization?  
☐ Yes. ☐ No. ☐ Please send information on how to conduct a survey.
5. If you have a safety belt use policy, about how many employees are following it? \_\_\_\_\_ percent.
6. If you have a safety belt use policy and employees are observed not buckling up, are there any consequences?  
☐ Yes. ☐ No. If yes, what happens? \_\_\_\_\_
7. Does your company/organization conduct employee training on:  
-The importance of using safety belts? ☐ Yes. ☐ No. ☐ Please send information.  
-Child passenger safety? ☐ Yes. ☐ No. ☐ Please send information.  
-Air bag safety? ☐ Yes. ☐ No. ☐ Please send information.
8. Do you provide incentives and recognition for safe driving behavior?  
☐ Yes. ☐ No. ☐ Please send information.
9. Are your training and awareness programs and campaigns designed to reach the families of employees?  
☐ Yes. ☐ No.
10. Has your company/organization taken public positions in support of, or in opposition to, laws or ordinances on highway safety issues? ☐ Yes. ☐ No. If yes, which ones? ☐ Safety belt laws. ☐ Child passenger safety laws.  
☐ Others \_\_\_\_\_



## Sample Safety Belt Policy

Create a clear and comprehensive safety belt policy and communicate it to all employees. Post it throughout the workplace, distribute periodically, and discuss the policy at company meetings. Feel free to adapt the following sample policy for your company's use.

**Introduction.** Because safety belts are the best protection against injury or death in a crash, a company/organization safety belt use policy is extremely important. The simple act of buckling up reduces the chance of injury or death by 45 percent and can save money for your company/organization.

**Policy.** (Name of company/organization) recognizes that safety belts are extremely effective in preventing injuries and loss of life. We care about our employees, and want to make sure that no one is injured or killed in a tragedy that could have been prevented by the use of safety belts. Therefore, effective (date) it will be company/organization policy that safety belts shall always be used while traveling on official business. Employees are strongly encouraged to use their belts off the job as well. The purpose of this policy is to establish mandatory belt use as an organizational priority and designate responsibility for implementation and enforcement.

**Application.** The safety belt use policy applies to all employees and occupants of any vehicle driven by employees, including rentals and personal vehicles, when used on official business.

**Responsibility.** Managers and supervisors must demonstrate their commitment to this policy by communicating it to their employees, monitoring compliance, evaluating effectiveness, and taking disciplinary action against violations.

**Belt Systems Maintenance.** Safety belts in all company/organization vehicles are to be maintained so that they are clean and in good working order.

**Employee Education.** Information on the benefits of safety belts, as well as (name of company/organization) commitment to their use will be emphasized in new employee orientation, training, handbooks, safety rules and internal communications. Employees will be required to sign a pledge to use safety belts as a condition of employment. Managers and supervisors are encouraged to promote and provide time for employee awareness programs to explain the benefits of safety belts both on- and off-the-job.

**Enforcement.** Safety belt use is such a common sense, healthy practice that the need to actively enforce this policy should be rare. However, the policy will be enforced the same as other company/organization rules, and employees who violate it will be subject to disciplinary actions which may include dismissal. Managers and supervisors have an obligation to encourage and routinely monitor usage. The driver of the vehicle is responsible for enforcing belt use by all occupants.



## How to Conduct a Safety Belt Survey

Surveys should be appropriate to the size and circumstances of your company/organization. There is no “right” or “wrong” way to proceed. But the survey should be organized carefully and these components are recommended:

1. Give one person overall responsibility for the operation. Seek someone with good organizational skills and knowledge about basic statistical techniques.
2. Set a usage goal and communicate it extensively throughout the organization for several weeks before the survey. Reiterate the company/organization belt use policy and why it is important.
3. Select locations for collecting data (for example, the entrances and exits to employee parking areas).
4. Decide exactly what data you will collect (Belt use by drivers? All occupants? Age? Gender? Vehicle type?).
5. Determine the best times to collect data and how many observations are needed for a credible survey. Collecting data on several dates will give a better “snapshot” of actual usage.
6. Develop a simple data collection form. Obtain clip boards, pens, signs, etc.
7. Notify local police that you will be collecting data, especially if the process could affect traffic in the area because drivers often slow down and “rubberneck” if they see something going on.
8. Recruit employees to serve as data collectors and instruct them on how to collect the data efficiently. Make sure their actions are passive and do not cause a traffic bottleneck that delays employee arrivals and departures.
9. Collect, tabulate and analyze data.
10. Report results extensively. Give kudos...or remedial reminders...as appropriate.

# BeltAmerica 2000

## Safety Belts

**Background.** Every 14 seconds someone in the U.S. is injured in a traffic crash...and every 12 minutes someone is killed. *Safety belts are the most important safety equipment in a motor vehicle and the most effective means of reducing injuries and fatalities in all kinds of crashes.* They are estimated to save 9,500 lives each year. Today, thanks to increased awareness about motor vehicle safety and state belt laws, 68 percent buckle up. But there is evidence that this group of regular belt users mostly are the “good” drivers who are least likely to be involved in a serious crash. Belt use among those actually involved in fatal crashes is very low—only in the 30-40 percent range. The true potential of safety belts to save lives and reduce the staggering \$150 billion a year that motor vehicle crashes cost the nation (including \$55 billion to American businesses) will not be realized until belt use reaches at least 85 percent—a national goal the President has set for the year 2000.

**What employers need to do to increase safety belt use.** Employers have a crucial role to play in increasing safety belt (and child safety seat) use. Specifically, employers should:

- Have a strong policy requiring employees to buckle up when driving on company business (and encourage them to do so on their personal time).
- Communicate to employees through organizational channels (newsletters, e-mail, etc.) the importance of safety belts.
- Support local and national partnerships seeking to promote safety belt education, legislation and law enforcement, and contribute resources (direct funding and/or in-kind services) to the effort.

### **What key points should we tell our employees?**

- Safety belts work. The one or two seconds it takes to buckle up can mean the difference between life and death in a crash. Belts reduce the chance of injury or death in a crash by 45 percent. Think of it as the best “life insurance” you can have in force—and it’s free.
- Air bags provide only supplemental crash protection, and only in frontal crashes—they back up the safety belts to provide added protection. *Safety belts provide the primary protection in frontal, side, rear and rollover crashes.*

# BellAmerica 2000

## Child Passenger Safety

**Background.** Motor vehicle crashes are the leading cause of death for children ages 5-14. An average of eight children in that age group are killed and more than 900 are injured in traffic crashes every day. Child safety seats can reduce the risk of death significantly. *Children who ride in safety seats survive three quarters of the crashes that would be fatal otherwise.* All states have laws requiring child passengers to ride in safety seats, but as many as 40 percent of children still ride unprotected. Furthermore, 80 percent of the seats that are in use are installed or used incorrectly.

**What can employers do for child passenger safety?** Make family safety an organizational priority. Use internal communications (newsletters, e-mail, etc.) to educate employees that children who ride unprotected are vulnerable in a crash, or even in a sudden stop or other maneuver. Encourage employees to buy a safety seat for their child (it's the law in every state) and *take the time to learn how to install and use it correctly.* Hold clinics periodically with a trained technician to demonstrate correct usage, and provide free safety seats for employees who cannot afford to purchase one.

### What key points should we tell our employees?

- The back seat is the safest place for children 12 and under to ride, especially if the vehicle has a passenger-side air bag.
- Infants should never be in the front seat. An airbag is too powerful for an infant's fragile body. Never place a *rear-facing infant seat* in the front seat if the vehicle has a passenger-side air bag.
- If an older child must ride in the front seat of a vehicle with a passenger-side air bag, move the seat back as far as possible away from the air bag...and use the lap and shoulder belts.
- Make sure the entire family is buckled up...*every trip.* Make it an iron-clad family rule.
- Child safety seats are not always compatible with all vehicles. Check for a good fit before buying. Read the vehicle owner's manual and the instructions for the child safety seat. *It is not always easy to install a child safety seat correctly. Even conscientious parents may have difficulty.* Call the National Highway Traffic Safety Administration's toll-free Auto Safety Hotline—1(800)424-9393—if you need help or more information.

# BellAmerica 2000

## Air Bags

**Background.** Air bags, inflatable cushions that deploy faster than the blink of an eye to provide supplemental protection for front seat occupants in frontal crashes, began phasing into the U.S. fleet in the late 1980's. Today, all new cars and virtually all light trucks offer both driver and passenger air bags as standard equipment. Air bags have a good overall safety record and are credited with saving more than 2,000 lives since being introduced, but they are not a safety panacea. They can have dangerous side effects, and more than 40 children and 30 adults have been killed in air bag deployments. Most of these tragedies could have been avoided by safety belt use.

**What employers need to know about air bags.** Companies/organizations that have air bag equipped vehicles in their fleet need to understand how air bags work and communicate to their employees about the simple precautions that can greatly reduce the risk of injury or death from an air bag...both on-the-job and during personal driving. Familiarization with the vehicle's air bag system should be a routine part of turning over the keys to a company car. It also is important to have a safety belt use policy for employees driving on official business (and encouraged strongly for personal time as well). Belts must be used in combination with air bags.

### What key points should we tell our employees?

- **Air bags work.**
- **Use safety belts.** Air bags offer supplemental protection and only in frontal crashes. Your *primary* protection *in frontal and all other kinds of crashes is the safety belt.* It is the single most effective item of safety equipment in a motor vehicle.
- **"The Back Is Where It's At!"** Children 12 and under should ride in the back seat—it's the safest place to ride *with or without air bags.* If a child must ride in the front seat of a vehicle with a passenger-side air bag, move the seat back as far as possible and make sure the child uses the safety belt and/or child restraint that is appropriate for their weight and size.
- **Infants should never be in the front seat.** An air bag is too powerful for an infant's fragile body. *Never place a rear-facing infant seat in the front seat of a vehicle with a passenger-side air bag.*
- **Put distance between you and the air bag.** Short drivers should move as far as possible away from the steering wheel to give the air bag room to deploy and dissipate its energy. A space of at least 10 inches between the chest and air bag module is recommended by the National Highway Traffic Safety Administration.

# ***Belt*America 2000**

## **Incentives to Encourage Safety Belt Use**

Most Americans eventually will be involved in a motor vehicle crash. This fact alone should be sufficient incentive for people to take advantage of safety belts—the single most important and effective safety equipment in a motor vehicle. But for as many reasons as there are people, nearly a third of U.S. motorists don't use safety belts. Since most Americans are employed (including non-belt users), employers can influence usage by making it a firm company/organization policy that belts will be used when driving or riding on official business. Effective belt use policies should include a system of incentives and recognition to encourage employee compliance. Examples:

- Offer rewards for the division or unit that first returns 100 percent signed belt use pledge cards (a day off, pizza delivered for lunch, after hours party, recognition in company/organization newsletter, VIP parking close to the building, etc.)
- Give away premiums with a belt slogan, such as key chains, buttons, T-shirts, mouse pads, etc.
- Present child safety seats as baby gifts to employees who are expecting a child (or grandparents expecting a grand child).
- Post a safety belt honor roll prominently in a public place.
- Provide cash bonuses or extra vacation time for employees who save the company/organization money by having their belts on when involved in a crash.
- Use signed belt use pledge cards for weekly prize drawings for movie tickets, meals at local restaurants, amusement park tickets, TVs, luggage, etc. Encourage local merchants to donate prizes in the interest of promoting community safety and goodwill. Have a grand prize that builds enthusiasm—like an all expense paid trip to an exciting destination.
- Make belt use (and non-use) a discussion item during performance reviews. Reward those who buckle up and take disciplinary action against those who refuse to follow the company policy.
- Encourage employees to promote belt (and child safety seat) use in their social, civic and religious activities, and recognize those who do so.

# **Belt America 2000**

## **Safety Belt Salute**

Name of company/organization \_\_\_\_\_ Date \_\_\_\_\_

What level of honor of safety belt usage are you applying for?

☐ Presidential/85% safety belt usage    ☐ Presidential Honors/90% safety belt usage

Number of employees in company/organization \_\_\_\_\_

Who will receive the award on behalf of your company/organization?

Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ FAX \_\_\_\_\_

Who is the organizational contact for questions or additional information about this award?

Name \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

Internet address \_\_\_\_\_

Please complete this form and attach a brief summary (one typed page maximum) of the evaluation process you used to confirm your level of belt use. FAX it back to us at 202-223-7012. Thanks for participating in **Belt America 2000!**





The **BeltAmerica 2000** partnership is sponsored by the following organizations:

## Partnership List

Allstate Insurance Company  
Chubb Group of Insurance Companies  
Federal Highway Administration  
GEICO  
General Motors Corporation (GM)  
Henkels & McCoy  
Kaiser Permanente  
Kemper Insurance Companies  
Liberty Mutual Insurance Group  
Mitsubishi Motor Sales of America  
Nationwide Insurance Enterprise  
National Commission Against Drunk Driving (NCADD)  
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National Institute for Occupational Safety and Health (NIOSH)  
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Southern Heritage Holdings, Inc.  
State of Illinois  
State of Massachusetts  
State of Michigan  
TML Information Services, Inc.  
United Parcel Service (UPS)  
USAA  
NETS State Coordinators

## SO WHAT DO YOU THINK?

Are these materials useful?

What else would you like to see in the future?

Tell us about your company's successful programs.

We're interested in your feedback!

Take a moment to fill out this card.

Drop it in the mailbox, or fax it to 202-223-7012.

**THANKS.**

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Name \_\_\_\_\_

Phone \_\_\_\_\_

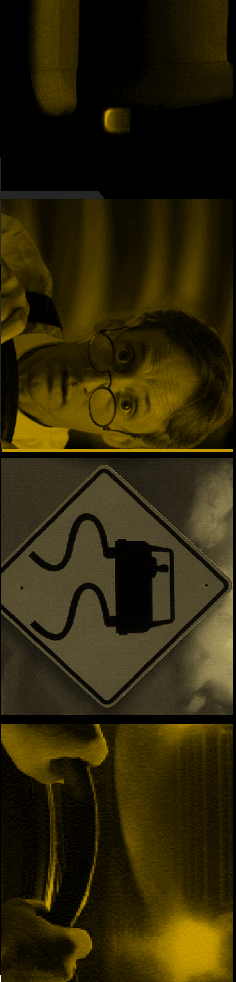
Organization \_\_\_\_\_

Address \_\_\_\_\_

(do not use P.O. Boxes)

City/State/Zip \_\_\_\_\_





# NETS 1998 First Quarter Planner

Fold along dotted line and tape to seal before mailing.



**BUSINESS REPLY MAIL**  
POSTAGE WILL BE PAID BY ADDRESSEE  
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**WASHINGTON DC 20077-6428**

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